

JANE DOE

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TRANSFORMATIVE SENIOR FINTECH, SALES, & PAYMENTS EXECUTIVE

CATALYZING PROFITABILITY AND STRATEGIC GROWTH FOR GLOBAL FINANCIAL ORGANIZATIONS
THROUGH VISIONARY LEADERSHIP, OPERATIONAL EXCELLENCE, AND INNOVATIVE PROFIT MAXIMIZATION

Business to Business → Executive Leadership → Business Development → Strategic Partnerships

Leading architect in non-bank B2B payments industry, instrumental in the creation and implementation of a vertical approach to an industry supported by widespread territory and market segmentation.

- **Revenue Turnaround Strategies:** Revitalized lagging North American business unit, boosting revenues from \$15M to \$33M and achieving triple-digit EBITDA growth in two years.
- **Sales Growth and Market Expansion:** Amplified organizational sales 156% and revenues 65% in three years, catapulting shareholder value to record highs.
- **Strategic Talent Optimization:** Escalated EBITDA from \$465K to \$13M in three years, surpassing budget targets 78% by improving employee productivity through strategic talent and culture development.

PROFESSIONAL EXPERIENCE

Payment Industry LLC | Anywhere, USA (May 2022–Present)

CHIEF EXECUTIVE OFFICER

Provide expertise and best-in-class consulting services within domestic and international payment space: industry trends, competitive landscape, global market segmentation, products and services, regulatory requirements, go-to-market strategies, technology enablers, operational infrastructure, supply chain, risks, and organizational differentiation.

- **Long-term investment firm projects:** Documentation and assessment of targeted companies, providing strategic recommendations for revenue drivers and maximization of shareholder value.
- **Short-term investment firm projects:** Strategy for entry into payments space, guidance on industry dynamics, and education of all aspects of various business model approaches.
- **Ad-hoc financial institution projects:** Review international service capabilities, determine new and enhanced revenue opportunities for existing customer base, connect FI's with correspondent providers and fintech organizations, and demonstrate best practice approach for future payments, trade finance, and FX risk management product offerings.
- **Clients:** Private equity firms, investment bankers, institutional investors, financial institutions, and Fortune 500 companies including ABC Consulting Group, XYZ Group, Smart Research, TechSights, Steerpoint Advisors, ProFinance, Mountaintop Research, A.B. Cap, Stratigo, Third House, Zaphos, and Galactica.

MoneyBar US, Inc. | Providence, RI (April 2019–May 2022)

CHIEF EXECUTIVE OFFICER NORTH AMERICA

Hired to expand, grow, and revitalize performance of North American business. Member of the Board of Directors of MoneyBar US, Inc., MoneyBar Canada Ltd., and MoneyBar Banco de Mexico, a regulated financial institution in Brazil.

- **Unified Commercial Strategy:** Orchestrated integration of four independent business units into a cohesive operation, spurring revenue boost from \$15M to \$33M in two years and significantly contributing to global revenue increase:
 - 2020: Raised revenues to \$225M; EBITDA reached \$34M.
 - 2021: Despite economic downturns, secured revenues of \$190M; EBITDA climbed to \$51M.
 - 2022: Set a new revenue record of \$297M; EBITDA soared to \$95M.
- **Productivity and EBITDA Magnification:** Enhanced team dynamics and recruited high-caliber talent, elevating North American EBITDA from \$465K to \$13M within three years, exceeding budget expectations by 78%.
- **Crisis Management:** Executed cost-saving strategies and four-day workweek policy to maintain financial stability during pandemic, with return to normal operations and consecutive revenue goal achievements by September 2020.
 - Achieved 100% retention during and after pandemic through year-end bonus program enhancement that provided missed-wage compensation offset payment for staff affected by reduced work hours.
- **Sales Innovation and Operational Efficiency:** Developed strategic partnerships across vertical markets, revamped and enhanced customer portal technology, and introduced SaaS sales models, added new products and delivery channels.

Currency International | Anywhere, USA (December 2015–January 2019)

SENIOR VICE PRESIDENT NORTH AMERICA

Recruited based on expertise in scaling operations and driving growth within new markets to spearhead the sales expansion of the US and Canadian markets.

- **Accelerated Sales Growth:** Initiated and directed comprehensive business development strategies, propelling 156% surge in sales volume, from \$1.46B to \$3.73B, and 65% increase in top-line revenue, escalating from \$24.1M to \$39.8M within a three-year period.
- **Strategic Planning Leadership:** Conceptualized and executed annual strategic plan, aligning executive focus and board directives, leading to stock reaching its highest level in company history.
- **Operational Excellence:** Pioneered adoption of industry best practices and benchmarks and integrated a CRM system that transformed performance metrics, customer retention, forecasting, and cross-divisional communications.
- **Executive Vision and Direction:** Served as key member of executive management team—pivotal in formulating strategic vision, developing marketing plans, designing product roadmaps, and crafting value propositions that substantially boosted shareholder value and profit margins.

Focused Global Payments | Anywhere, USA (December 2009–December 2015)

MANAGING DIRECTOR GLOBAL eCOMMERCE

Recruited as Senior Vice President Payment Solutions Division, North America, and promoted to Managing Director Global eCommerce due to expertise in scaling operations and driving growth within new markets.

- **Revenue and EBITDA Growth:**
 - Transformed top-line revenue from \$20M to \$150M and increased EBITDA from \$10M to \$75.9M by implementing strategic initiatives across North American, European, and Asia Pacific markets and by authoring five-year strategic plan that reformed sales culture and performance.
 - Managed acquisition and integration of e-commerce payment business, contributing an additional \$2M to EBITA.
 - Developed and implemented integrated marketing communication plan that aligned product development with sales functions, spurring a 72% annual increase in sales.
- **New Business:**
 - Forged key partnership programs with ERP, accounting, banking and payment platforms, yielding \$2M in new revenue streams.
 - Directed creation of new enterprise-lead field organization in North America, generating \$20M+ in new business.
 - Quadrupled global merchant customer base from 1K to 4K+ within 16 months, while exceeding P&L revenue targets by 20% annually and adding \$3M to bottom line.

EARLY CAREER HIGHLIGHTS

International Money Card, Inc.

- **Revenue Growth:** Transformed sales to solutions focus, increasing annual revenue 34% and EBITDA 28%, while cutting costs \$1.4M.
- **EBITDA Growth:** Directed strategic and innovative management of North American business, growing EBITDA from \$18.3M to \$29.2M—leading to private corporate equity stake of \$1.5B.
- **Acquisition Integration:** Led post-acquisition strategy of a key competitor, merging operations while driving \$25M in additional revenue and saving \$900K in costs in year one.
- **Customer Base Expansion:** Doubled clients within three years, achieved 55% market share in select sectors, and exceeded revenue targets \$5M annually.
- **Cost-Saving Initiatives:** Re-engineered Call Centre operations to improve efficiency 35% and reduce costs \$300K annually, and initiated 11 strategic partnerships yielding \$2M+ in annual revenue.

SPEAKING ENGAGEMENTS

- Association of Financial Professionals Annual Winter Seminar - *Harnessing AI for Fraud Detection in Fintech*
- FX Regional Bank Forum - *Fintech and the Future of Digital Payments*
- NAFCU Risk Management Seminar - *Cybersecurity Challenges in the Fintech Era*

EDUCATION / CERTIFICATIONS

BS, Business Administration – ABC University